

ALIQUANTUM

NETWORKING FOR WOMEN IN BUSINESS

NEWSLETTER

www.networkingforwomen.co.uk

APRIL 2009

<p>Reading 6:00 - 8:00 p.m. 14 May 2009 <i>Are you getting the most from Outlook?</i> The Southcote, RG30 3AB</p>	<p>Portsmouth 6:30 - 9:00 p.m. 13 May 2009 <i>Are you getting the most from Outlook?</i> Premier Inn, PO6 4FB</p>	<p>Manchester 6:30 - 9:00 p.m. 19 May 2009 <i>Managing Debt</i> Worsley Old Hall, M28 2QT</p>	<p>Gosport 2:00 - 4:00 p.m. 20 May 2009 <i>Networking confidence and success</i> Gosport Business Centre, PO13 0FQ</p>
<p>Southampton 6:00 - 8:00 p.m. 26 May 2009 <i>Is your computer on a go slow?</i> Regus, SO18 2RZ</p>	<p>Poole 2:00 - 4:00 p.m. 26 May 2009 <i>Is your computer on a go slow?</i> Esporta, BH17 7BX</p>	<p>Romsey 2:00 - 4:00 p.m. 3 June 2009 Venue to be advised</p>	<p>Basingstoke 2:00 - 4:00 p.m. 9 June 2009 <i>Is your computer on a go slow?</i> Basepoint Business Centre RG24 8UP</p>

Welcome to our April Newsletter. We hope you find the content both helpful and informative. Do you have a success story to tell? If you have a contribution to make please contact us to tell us about your news.

Manchester member Paula Cohen (Action Coach) is running a seminar on 13 May, 2009 entitled

Survive and thrive in a tough economy



Paula Cohen
ActionCOACH
Business Coach

The event takes place at the Park Royal Hotel, Stretton Road, Warrington WN4 4NS starting with registration at 5:30 p.m. It only costs £25 to attend and will be a great opportunity to take away some positive ideas for driving your business forward. To book your place just call 0800 090 1629.

ALIQUANTUM Manchester on 19th May

**Managing Debt - With Graham Niven,
Tandem Financial Solutions**

Managing Debt is important to anyone in business at any time, but even more so in the current economic climate. Come and get some hints and tips from Graham Niven who specialises in managing debt - whether that is personal or business debt.

Graham Niven always wanted to be a disc jockey! But clearly that wasn't exciting enough so instead he trained and qualified as a chartered accountant. Having pursued a successful career in the corporate sector, Graham changed career direction and joined a debt advice organisation. Later moving to a small company and being instrumental in helping that company to expand he decided it was time to strike out on his own. As a result he offers a very knowledgeable but personal service to his clients using his wealth of experience, expertise and contacts to source solutions for them on an individual basis.

Nigel Botterill, Founder and CEO of thebestof says:

The ruthless 'survival of the fittest' in the business world has only just begun and things are changing – probably for ever. We all need practical help and input and guidance in times like these and that's what these unique Training Days will give you:

The last thing I want to burn my breath on is talking about how to SURVIVE the recession. I have something much more interesting than survival planned for these Events. MUCH more interesting!

Practical, useful help, tips, ideas and insights – from one of the countries most successful entrepreneurs – someone who has been there and done it – and is doing it still. Guidance and inspiration that will equip you To ENSURE That Your Business Expands and Grows During the Recession, and MAKE 2009 and 2010 Super-Prosperous Years for you...

For more information visit www.thebestoftraining.co.uk

You can get £100 off the admission price to this great event by quoting Code: 7631AQN when you book your place.

The South Coast Franchise Show
Southampton 2009



St Mary's Stadium
Southampton FC
Saturday May 9th 2009
9.30am - 4.00pm

Why not attend the South Coast Franchise Exhibition on 9 May 2009 at St Mary's Stadium, Southampton? It's FREE and a great opportunity to meet and network for business with other businesses in the area as well as meeting the franchisors/

New Synergies

ALIQUANTUM
NETWORKING FOR WOMEN IN BUSINESS

We always encourage the ladies who attend our ALIQUANTUM events to form strategic alliances wherever they can. We are pleased to advise that we do follow our own advice! We are delighted to report that we have made a strategic alliance with a number of the best of franchises in the south .

TheBestof Poole, Portsmouth, Romsey and Southampton team up with AQ networking for business and ALIQUANTUM from May 2009

The organisations are working together to provide joint events that will be bigger and more beneficial to business people in the area.

TheBestof actively looks for the real gems in the local businesses, shops, restaurants and franchises; working with them to generate awareness of their products and services to each other and to the wider community.

thebestofpoole

thebestofportsmouth

thebestofromsey

thebestofsouthampton

We have also established a very positive relationship with Regus Business Centre at Southampton International Business Park, George Curl Way, Southampton SO18 2RZ who are sponsoring our May event. Why not come along and network there? The event is in the evening so that we can provide you with free parking and an opportunity to network with the businesses based at the centre.



We always encourage the business women who attend ALIQUANTUM to have a plan to follow up the people they meet. It's nice to know that our views are shared by others!

It's not the economy that's hurting your business. It's you!

By Robert Middleton, Action Plan Marketing
www.actionplan.com

The magic of successfully attracting more clients has very little to do with the economy or brilliant marketing messages or exposure on every single social media site. It has a lot more to do with setting up opportunities to connect with more qualified prospects and actually following up with them.

So why doesn't everybody do this? Three main reasons:

1. People don't have a system and they are not prepared. They literally have no plan, no intention, no purpose or goals to build their business. They don't have a written strategy or plan. They haven't thought much about the tools and resources they need.

And if you don't have that, nothing much will happen. Not even if the economy picks up. By the time it does, your business may be dead and gone. Without a plan and preparation and some serious thinking about what you're doing and what you're trying to accomplish, your business will not grow.

2. People are disorganized and unfocused. Even if they have a basic plan, they are scattered. They get home after a networking event, put the cards they collected on their desks, and then they get busy and the cards collect dust. Two weeks later, they look at the pile of cards and go, "Oh, s###! I forgot to follow up with anyone at that event!" If this is your modus operandi for growing your business, you're in deep trouble. Like my young insurance agent, without some systems and organization, you'll be left with a pile of cards but no appointments with potential clients.

3. People Are Afraid of Rejection. If all of the above wasn't bad enough, we fail to follow up or take any kind of proactive action because we think things like this: "I don't want to be pushy. If they're interested in me, they'll call me. I'm just not the sales type. I don't have time for follow-up."

All of this is a disguise for deeper fears such as: "I'll be ostracized if I market myself too aggressively. I'll be rejected and then won't be able to show my face at that group again. I really have nothing of real value to offer. Why am I doing this anyway?"

How to Stand Out and Attract Lots of Clients

Those who are attracting as many clients as they can handle are doing the exact opposite of the above:

1. They have a plan and they know what they are doing. They are focused, prepared and ready to play the game of marketing.
2. They are organized with real systems in place which they follow without fail. Follow-up is not a burden but an opportunity.
3. They are fearless. They understand the value of their service and don't worry about being rejected. They make it happen.

Now if this is you, you are attracting a lot of business and you probably wonder what all the fuss is about! You realize that marketing yourself is part of your business and you simply work at getting good at it until it's never a big issue again.

For everyone else, please read this carefully:

If you are not attracting as much business as you could because you have no plan, are poorly organized, and are afraid of rejection, what are you going to do to get beyond these three things?

Here are your options:

1. Do nothing and hope the economy changes. Recommendation: Get a job and stop driving yourself crazy.
2. Try half-heartedly but continue to complain about how marketing is so hard. Recommendation: Same as above.
3. Make a real commitment to change. Realize that if you don't have a plan, get organized and become fearless you might as well get that job instead of being miserably self-employed.

If you fall into the third category, please follow this link below. I have something for you that will make a big difference in your business: <http://tinyurl.com/time-for-action>.

Robert Middleton, Action Plan Marketing

MANCHESTER - Graham Niven needs your help!

11 years ago, Sandra, Graham's wife, contracted an illness called Encephalitis – basically inflammation of the brain. It was contracted as a result of having cold sores and flu at the same time. Her resistance was low and the herpes simplex virus got into her brain. She suffered multiple fits and ended up in intensive care in a coma over Xmas 1997. She eventually came out of the coma before the New Year and came out of hospital 6 weeks later suffering severe memory loss. Sandra has recovered well although still has not recovered her lost memory and still has "absences" from time to time. The Encephalitis Society have provided Sandra with significant support over the years and Graham is running in the BUPA 10K on 17 May to raise funds for them.



We have agreed to donate as sponsorship, half of the profit from our ALIQUANTUM Manchester event on 19 May - **SO CAN YOU BE THERE TO HELP US HELP GRAHAM?** The more people who turn up on the day the more money we raise in sponsorship - please come along, network for business and help a very worthwhile charity.

www.aqnetworkingforbusiness.co.uk

Debbie Phipps from Archway Computer Training Ltd has kindly shared this month's Tip

Saving Time in Outlook!

Colour Code Incoming Messages

- Do you get into work in the morning and have to sift through a number of messages to find the ones from the boss or that **important client** you are waiting to hear from with a **big contract**?
- Do you want some of your messages from specific addresses to **stand out** from the rest?

If the answer is **'yes'** then why not follow the instructions below which is our **Top Tip** of the month.

- Select the message in the Inbox to be coloured in future.
- Click on **Tools – Organize**.
- Select **Using Colors**.
- Complete the boxes.
- Click on **Apply Color**

Debbie Phipps
Archway Computer Training Ltd
(www.archwayct.co.uk)

We will be attending Kinnarps Solent Networking Event and hope you will too!



Twilight Cheese and Wine

Solent Networking Event

Join us at our Solent Office for informal business networking
Entertainment provided by Grosvenor Casinos

Kinnarps (UK) Ltd
Fulcrum 2
Solent Way
Whiteley
PO15 7FN

RSVP stuart.sheppard@kinnarps.co.uk
www.kinnarps.co.uk

4pm - 7pm
4th June 2009



AND FINALLY.....

Molly Harvey, The Soul Woman says

"Intuition Consciousness -
Intuition is that silent voice that keeps nudging you in the right direction".

"The Soul Woman"

GROWING BUSINESS AROUND PEOPLE



www.thesoulwoman.com

Do you Support what Joanna Lumley is doing to help the Gurkhas?

I've signed this petition as I strongly believe The Gurkhas and their families have a right to live in this country, earn the same as other soldiers and be entitled to a full pension. If they are to die for us we should at least look after them and their families.

If you also feel this please sign the petition on
www.gurkhajustice.org.uk

GROWING AMBITIONS

Growing Ambitions is an award-winning not-for-profit organisation, who provide a service in line with the government's Young People's Quality Standards for Information, Advice and Guidance

Sally Davis BSc(Hons) MCIPR MICG FRSA

Founder and Managing Director, Sally is a PR professional of some 24 years' standing and with a teenaged son. She is a member of the Institute of Career Guidance, the Chartered Institute of Public Relations and a Fellow of the Royal Society for the encouragement of the Arts, Manufactures and Commerce. She is also a graduate of the acclaimed leadership programme, the 'alternative MBA,' Common Purpose.

"For young people's sakes, Growing Ambitions needs to become a national institution, part and parcel of education and corporate life. Employers all over the UK encouraging Speaker volunteering among their employees is all it takes to benefit all our young people. "

CAN YOU HELP BY VOLUNTEERING TO OFFER TO SPEAK TO YOUNG PEOPLE ?

Wherever you are in the country you can help. Anyone can volunteer - from Apprentices - for effective peer-to-peer recruitment, - to university students to talk about what it's like at university, to someone at any stage of their career.

All you need to do is visit the website and register:

www.growingambitions.org

www.networkingforwomen.co.uk